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## Global support exceeds 1 million for Great Barrier Reef

More than 1.2 million people world-wide have shown their support for the Great Barrier Reef to receive a Lifetime Achievement Award in the United Nations Environment Programme's highly regarded Champions of the Earth environmental awards.

Tourism Tropical North Queensland (TTNQ) Chief Executive Officer Mark Olsen said global awareness of the value of the Great Barrier Reef as a mentor teaching people to work together for the future of the planet was growing with coverage of the Lifetime of Greatness campaign exceeding 5 billion.

"The Great Barrier Reef Marine Park Authority's Reef Guardian Councils have collaborated with the communities of the Great Barrier Reef including Traditional Owners, marine biologists, the tourism industry and Reef Guardian Schools to nominate the World Heritage Area as the first non-human recipient of the award," he said.

"Recognising almost 10,000 years of positive environmental impact, the nomination has captured the attention of media around the globe with more than \$13.2 million worth of publicity generated in the past two months.

"This media includes an article in The Telegraph which reaches 62.8 million people in the UK, an online article in Japan with a circulation of 59 million, an online article in China with a reach of 563 million as well as strong media coverage in the US, Europe, New Zealand and Australia.

"The tourism industry sees the impact the Great Barrier Reef has on individuals every day – it really is life changing for many people who visit and finally understand how important this World Heritage area is for biodiversity, Indigenous culture and jobs.

"The Lifetime of Greatness campaign encourages people to discover that impact for themselves and visit the Great Barrier Reef to appreciate its beauty and value so that they too can return home inspired to better nurture the planet.

"I encourage people to continue to support the nomination by visiting [alifetimeofgreatness.com](https://www.lifetimeofgreatness.com) to learn more about how they can support the Great Barrier Reef."

This project has been made possible by Tourism Tropical North Queensland, and the grant funding received from the Australian Government, under the International Tourism Recovery Program administered by Austrade.

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Video and images:

<https://www.dropbox.com/scl/fo/eqqq4u1qjofbr03eay150/AAahl8rF67BNdsyLt3JayHY?rlkey=o7lo7peiyy9akt4rjga4tsj24&st=e60rmpae&dl=0>

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